



US009340137B2

(12) **United States Patent**
Masanek, Jr. et al.

(10) **Patent No.:** **US 9,340,137 B2**
(45) **Date of Patent:** **May 17, 2016**

(54) **VEHICLE FLOOR COVER AFFIXATION SYSTEM**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **14/479,483**

(22) Filed: **Sep. 8, 2014**

(65) **Prior Publication Data**

US 2014/0375076 A1 Dec. 25, 2014

Related U.S. Application Data

(62) Division of application No. 13/457,625, filed on Apr. 27, 2012, now Pat. No. 8,991,006.

(51) **Int. Cl.**

B60N 3/04 (2006.01)
B32B 3/24 (2006.01)
F16B 2/20 (2006.01)
F16B 5/06 (2006.01)

(52) **U.S. Cl.**

CPC **B60N 3/046** (2013.01); **B60N 3/044** (2013.01); **B60N 3/048** (2013.01); **F16B 2/20** (2013.01); **F16B 5/0692** (2013.01); **Y10T 16/10** (2015.01); **Y10T 16/1867** (2015.01); **Y10T 24/44026** (2015.01); **Y10T 24/44034** (2015.01); **Y10T 24/4599** (2015.01); **Y10T 24/45984** (2015.01); **Y10T 403/648** (2015.01); **Y10T 428/13** (2015.01); **Y10T 428/2457** (2015.01);

Y10T 428/24174 (2015.01); **Y10T 428/24182** (2015.01); **Y10T 428/24273** (2015.01); **Y10T 428/24289** (2015.01); **Y10T 428/24298** (2015.01); **Y10T 428/24322** (2015.01); **Y10T 428/24479** (2015.01); **Y10T 428/24587** (2015.01); **Y10T 428/24661** (2015.01); **Y10T 428/24669** (2015.01)

(58) **Field of Classification Search**

CPC B60N 3/046; A47G 7/0418
See application file for complete search history.

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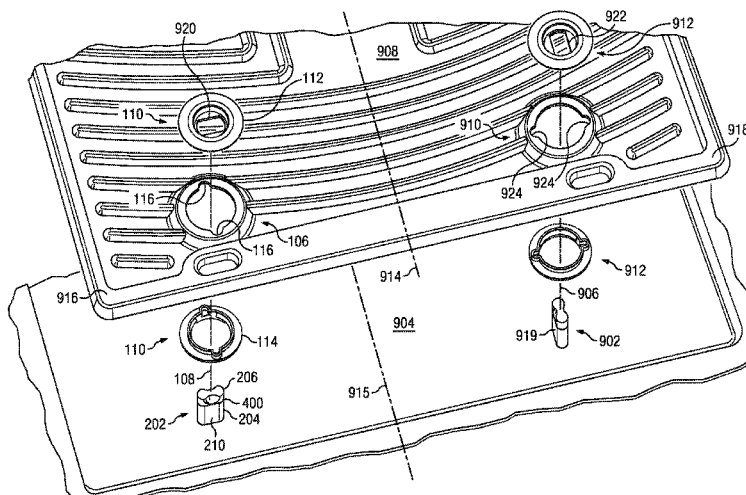
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(57)

ABSTRACT

An affixation system for a vehicle floor cover prevents the misinstallation by a consumer of a vehicle floor cover in a vehicle foot well.

12 Claims, 9 Drawing Sheets



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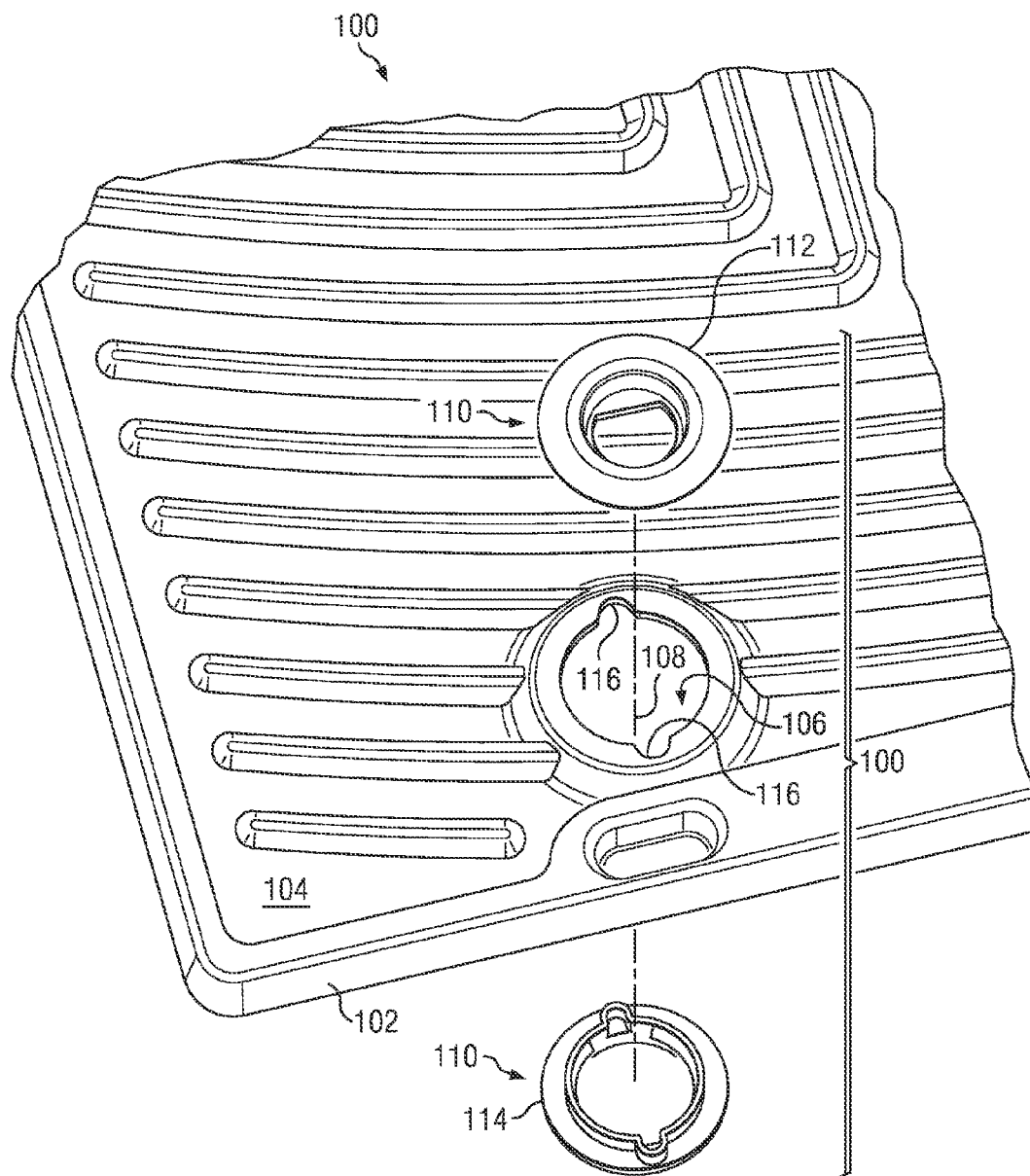
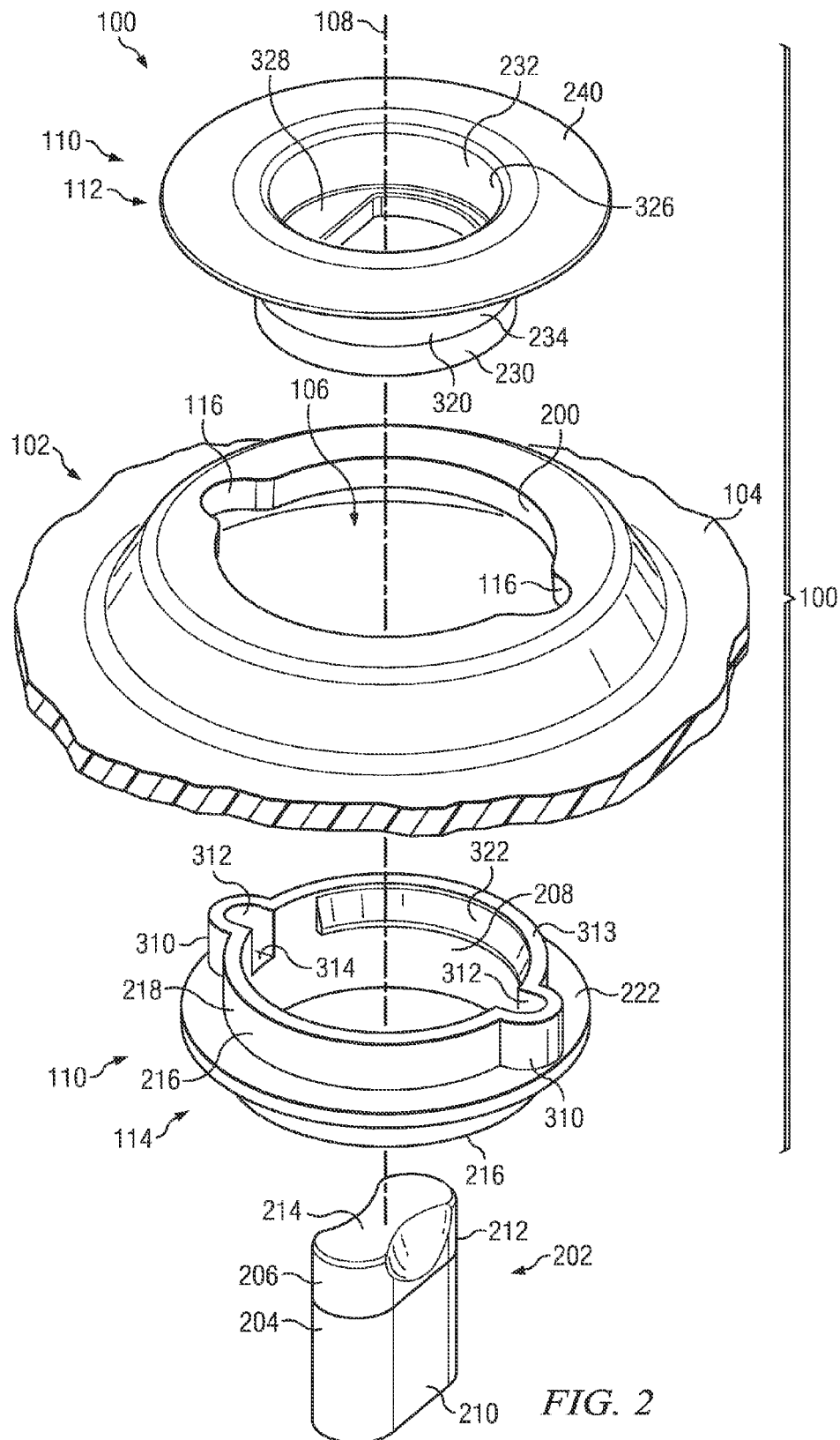
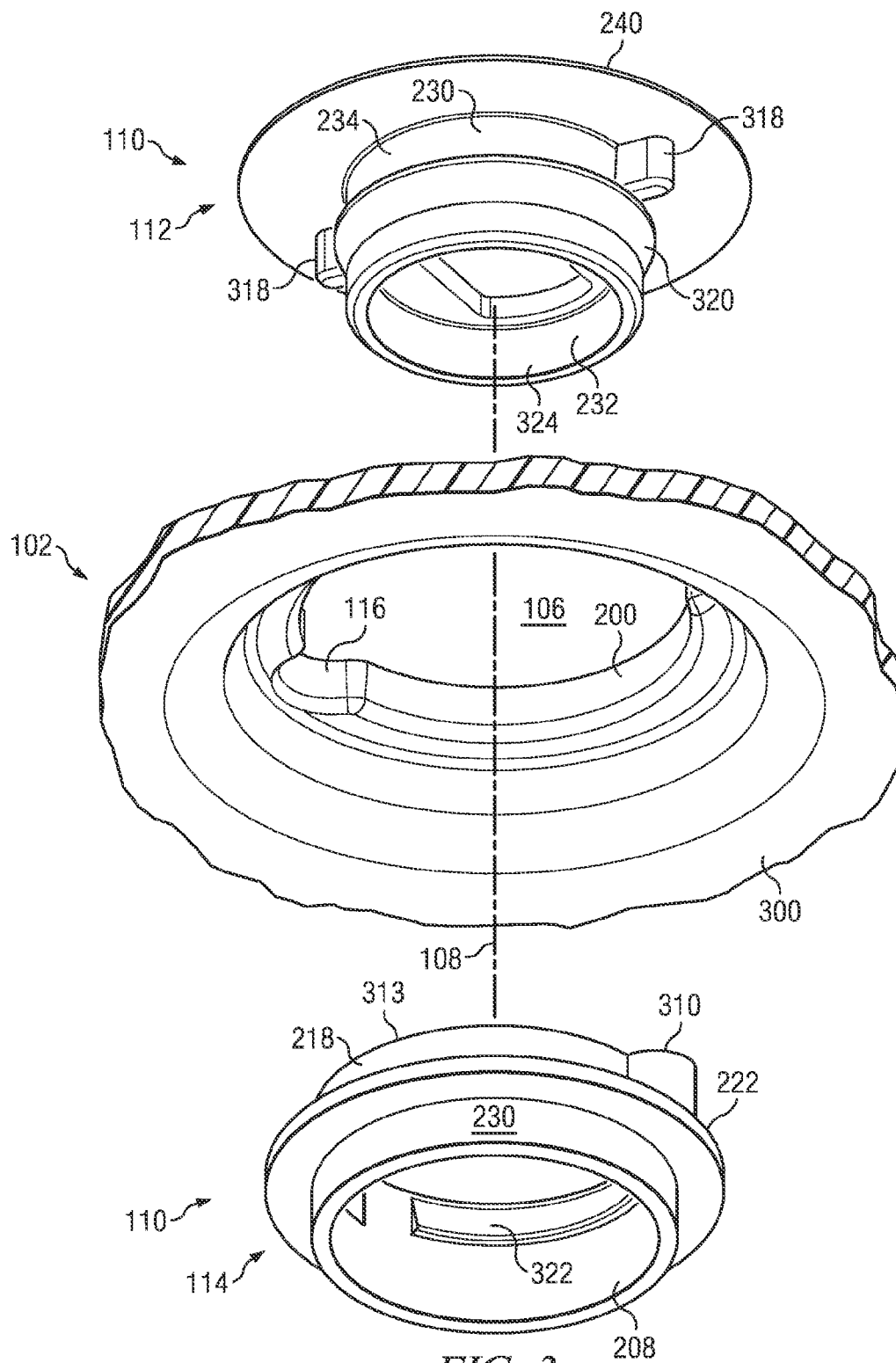


FIG. 1





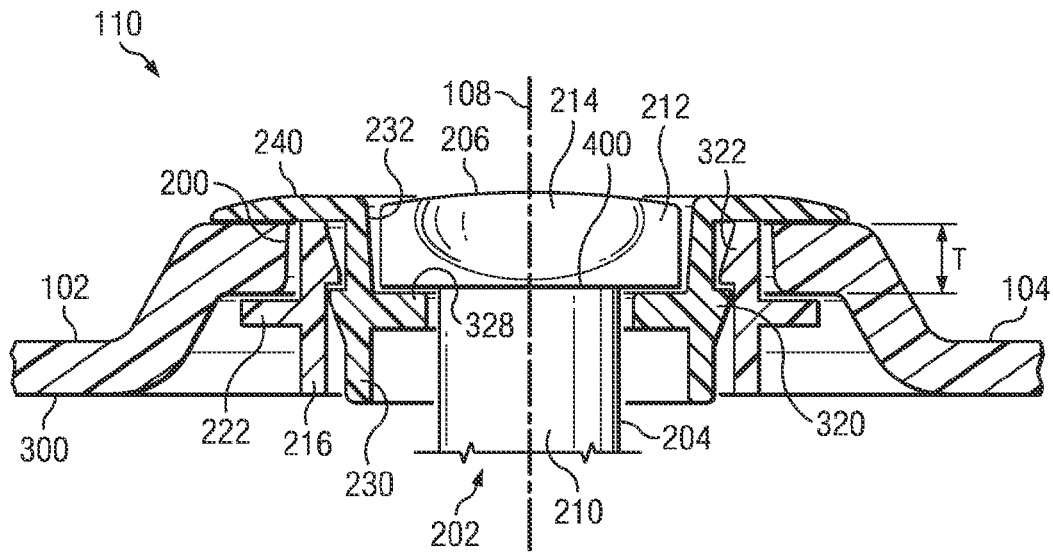


FIG. 4

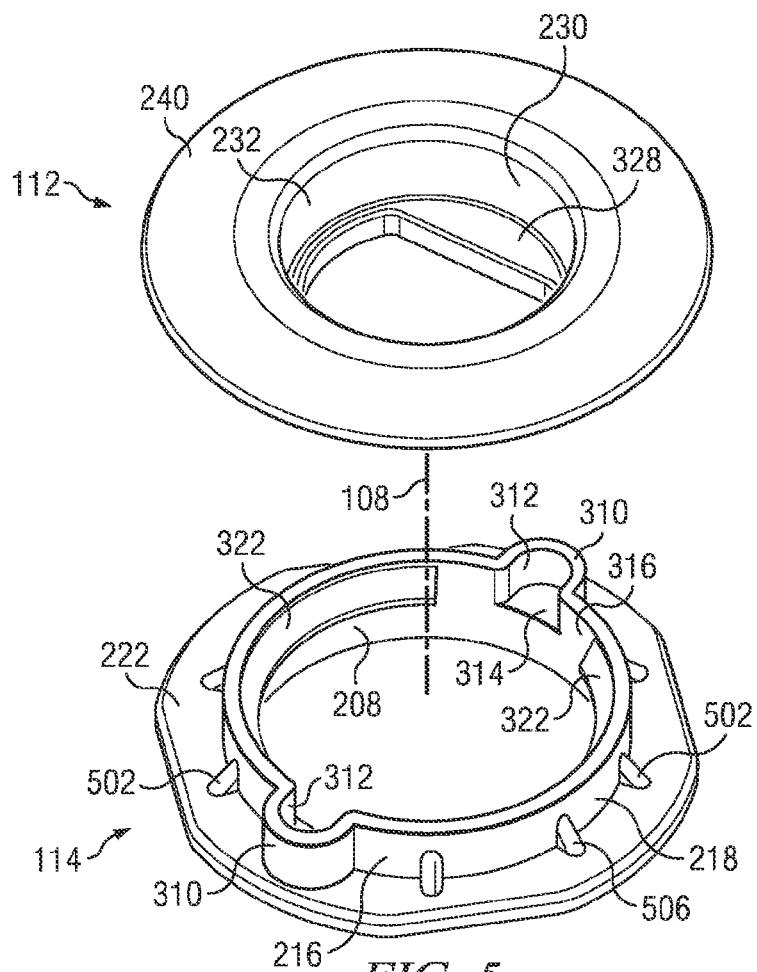
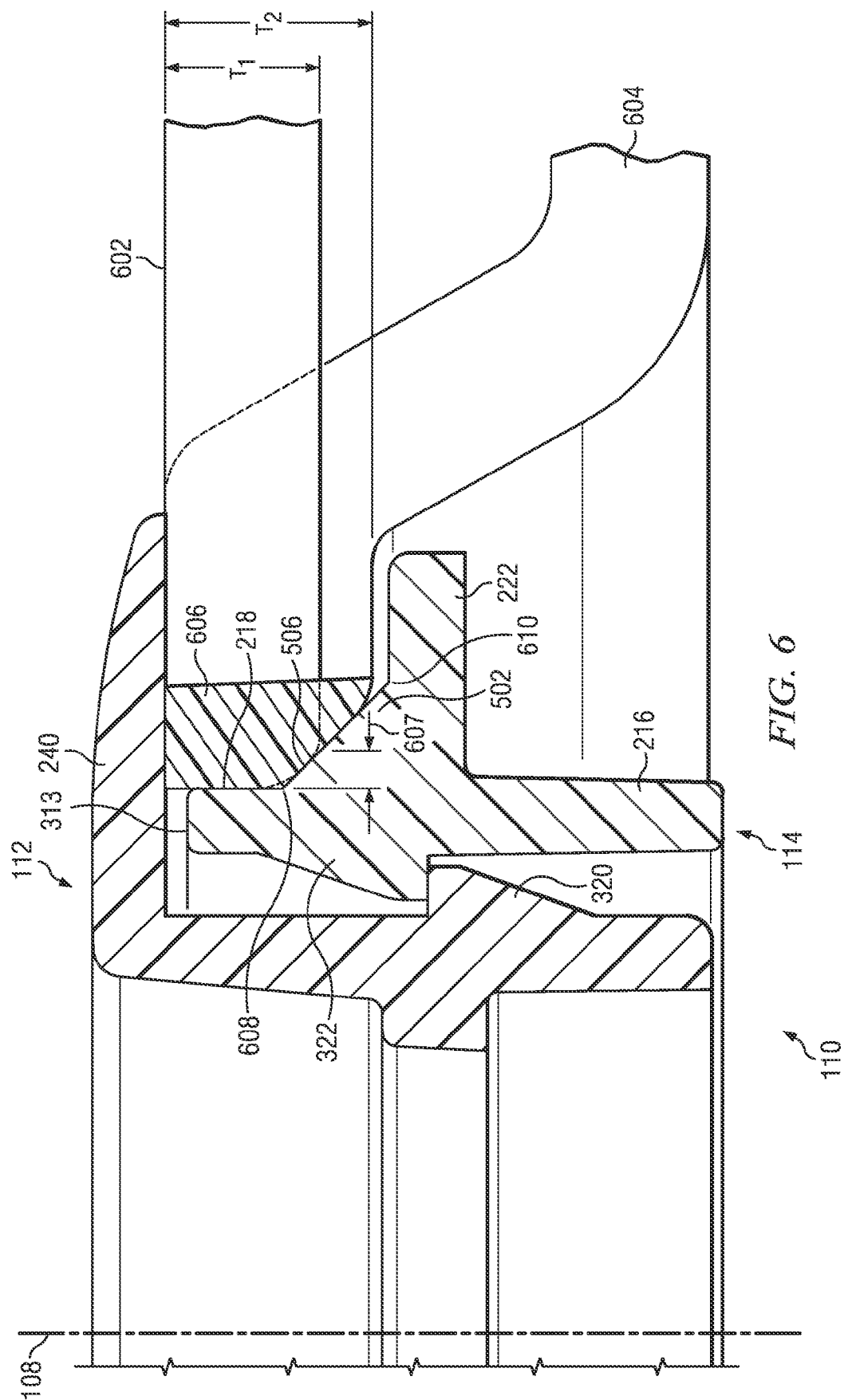
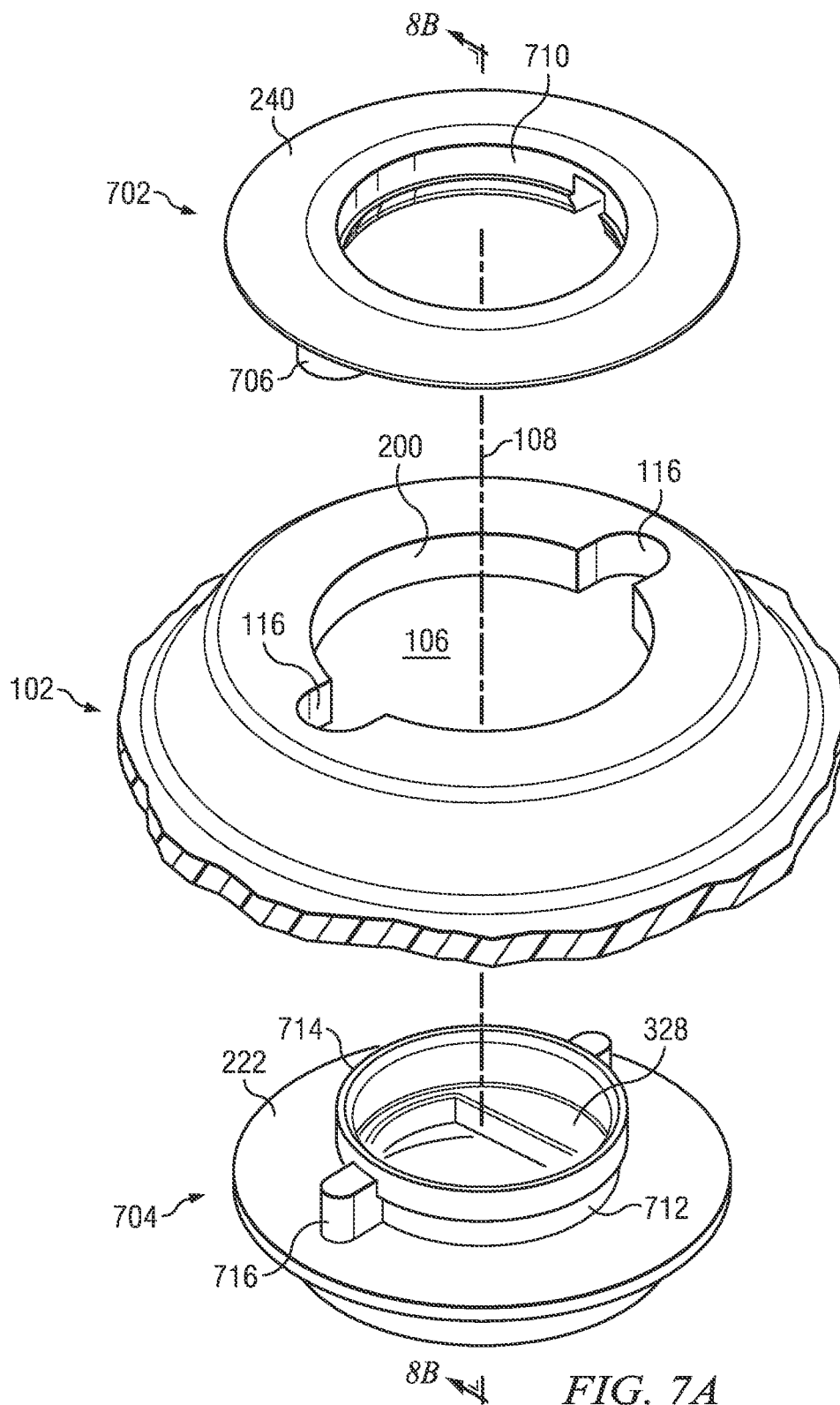


FIG. 5





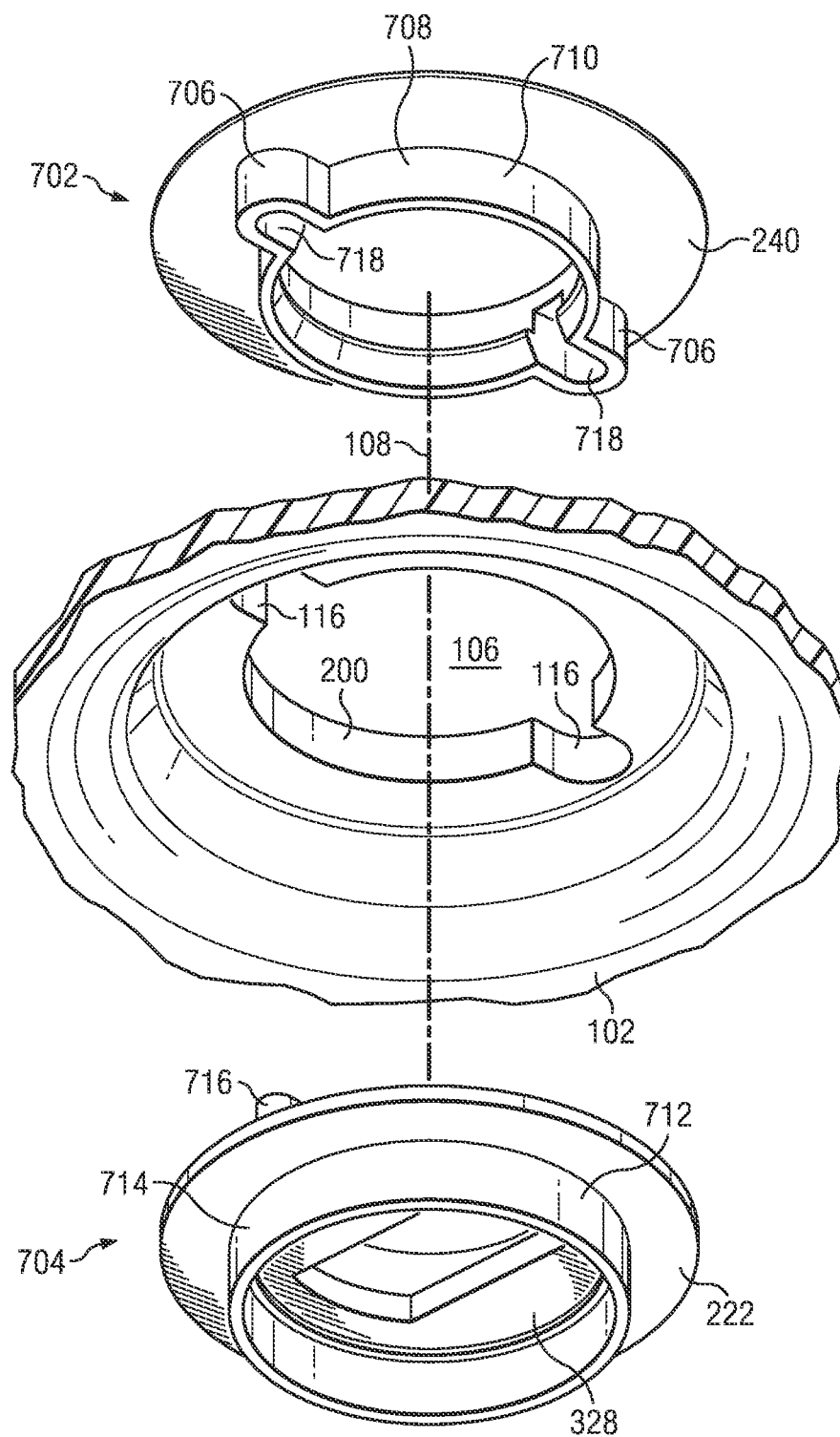


FIG. 7B

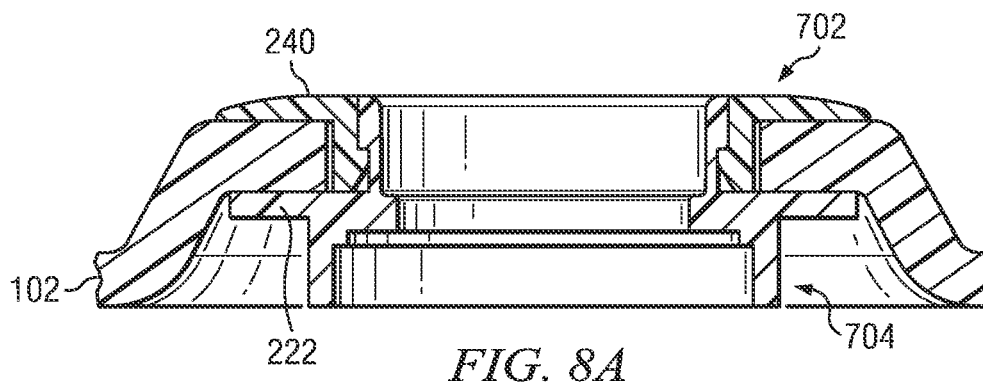


FIG. 8A

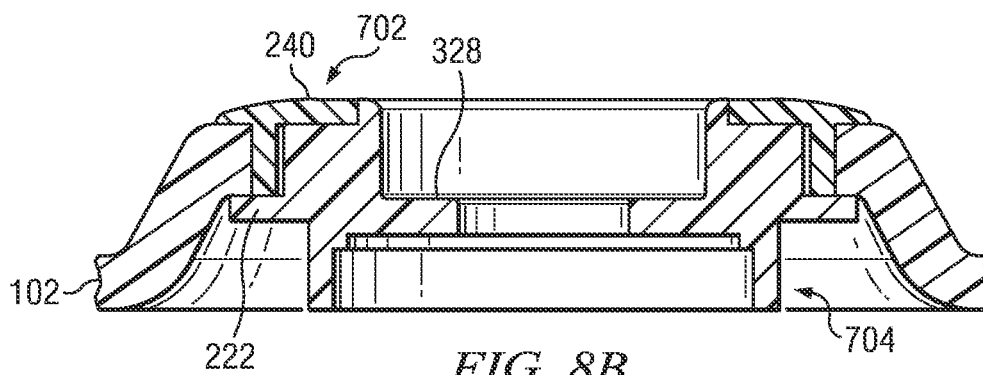
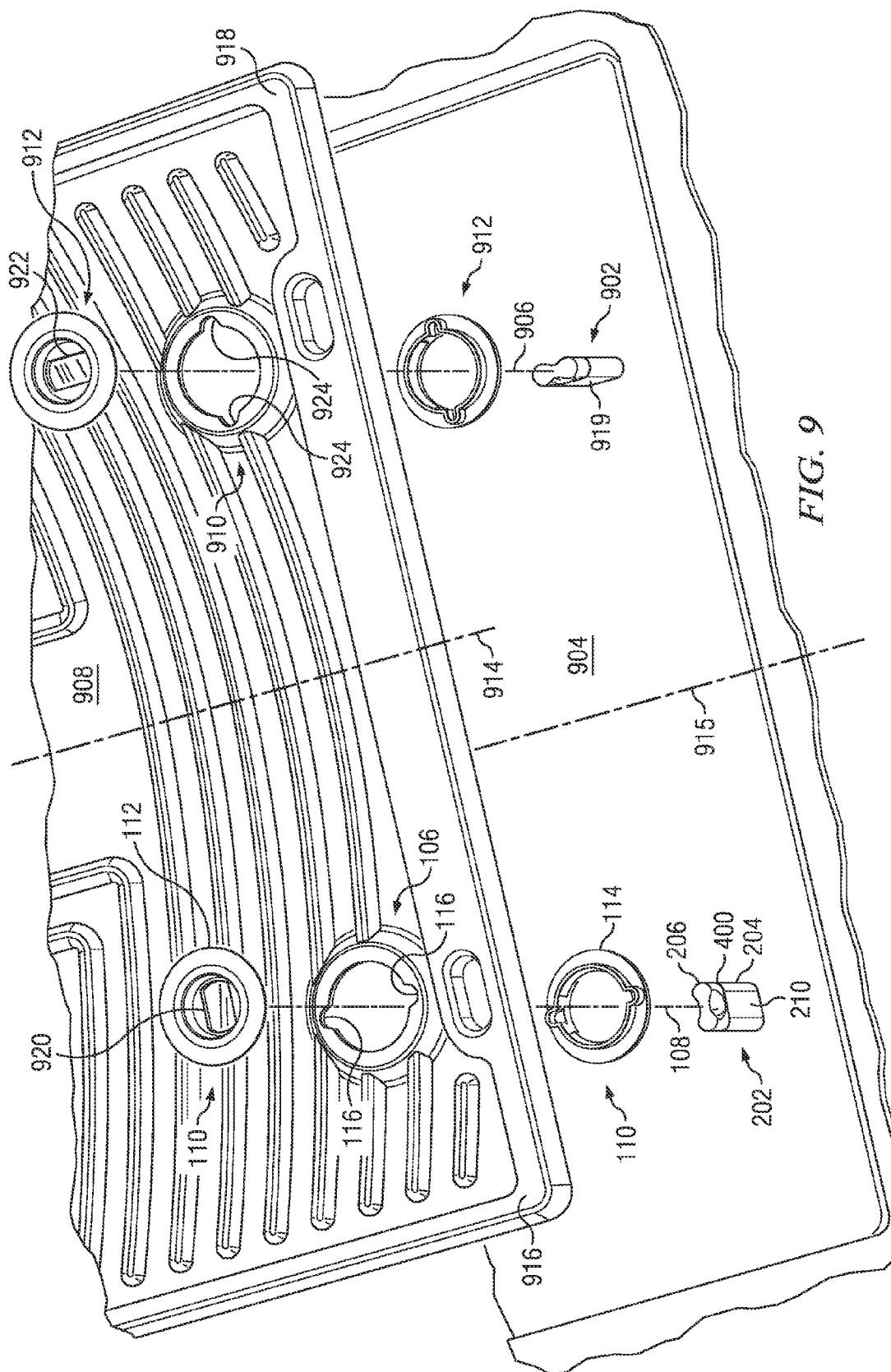


FIG. 8B



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VEHICLE FLOOR COVER AFFIXATION SYSTEM

RELATED APPLICATIONS

This application is a division of copending U.S. patent application Ser. No. 13/457,625 owned by a common assignee hereof. The specification and drawings of U.S. patent application Ser. No. 13/457,625 is fully incorporated by reference herein.

BACKGROUND OF THE INVENTION

Vehicle floor covers, such as floor mats or floor trays, are commonly available to protect the underlying vehicle carpeting and to facilitate removal of dirt or debris from the foot wells of the vehicle. Due to the danger of interference with the gas and brake pedals, at least that floor cover provided for the driver's side must be secured in place within the driver's side foot well. Many vehicle manufacturers secure their floor covers by employing vertical studs, which are affixed to the foot well, in combination with holes or grommets in the floor covers. Some of these studs have an oblong rotatable locking member which is affixed to an upstanding post. Once the hole or grommet of the floor cover is placed over the vertical stud, the oblong rotatable member is turned to prevent the stud from being removed from the hole or grommet. It is important to correctly orient the stud-receiving orifice in any hole-cladding grommet with the position that the rotatable member takes prior to turning it to secure the floor cover to the foot well floor. Many grommets have two pieces and are assembled to the floor cover hole with the floor cover sandwiched between them. Time-wasting errors can be committed in attempting to assemble the top grommet portion to the bottom grommet portion the wrong way.

By their nature, vehicle floor mats and trays are meant to be installed and removed, often by a consumer. Sometimes a consumer will incorrectly install a mat or tray, sometimes upside down.

SUMMARY OF THE INVENTION

In one embodiment, a vehicle floor cover (such as a vehicle floor mat or tray) has an upper surface, a lower surface, and a hole formed from the lower surface to the upper surface around the axis. A grommet, which may be provided separately, is provided to clad this hole and has bottom and top grommet portions. The bottom grommet portion has a bottom tubular body formed around an axis. The bottom tubular body has a bottom floor cover retention flange extending radially outwardly from its outer surface. At least a portion of the bottom tubular body upwardly extends from the bottom floor cover retention flange.

A top grommet portion has a top tubular body formed around the axis. The top tubular body has a top floor cover retention flange which extends radially outwardly from its outer surface. At least a portion of the top tubular body downwardly extends from the top floor cover retention flange.

One of the top and bottom tubular bodies is female and the other of the top and bottom tubular bodies is male, such that the male tubular body fits inside of the female tubular body. At least one receptacle is formed in the generally circularly cylindrical inner surface of the female tubular body to extend radially outwardly therefrom. This receptacle is disposed adjacent to an upper axial end of the female tubular body and axially extends therefrom by a depth which is less than the length of the inner surface of the female tubular body.

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A generally cylindrical outer surface of the male tubular body has at least one protrusion which radially outwardly extends therefrom, and is adapted to be received in the receptacle formed in the female tubular body. This prevents rotation of the male tubular body relative to the female tubular body around the axis. The limited depth of the receptacle prevents the assembly of the male tubular body to the female tubular body in an upside down condition, such as top-to-top or bottom-to-bottom; it will only allow bottom-to-top assembly.

In one embodiment fasteners, such as latches, are formed on the top and bottom grommet portions respectively to fasten to each other, such as by a snap fit, once the male tubular body is received by the female tubular body.

In one embodiment the vehicle floor cover hole is noncircular in that it has a plurality of grooves radially outwardly extending from a generally circularly cylindrical sidewall of the hole. The outer surface of the female tubular body includes radially outwardly extending protrusions which are each adapted to be received in respective ones of the grooves. The interacting noncircular orienting grooves, protrusions and receptacles insure that the grommet as installed will have the correct angular disposition relative to axis of the retention stud that the grommated hole is adapted to receive. The floor cover then will be fastened in place in the vehicle foot well in the correct location and disposition.

In another aspect, a grommet for use in cladding one of a plurality of stud retention holes made in respective vehicle foot well covers having different thicknesses comprises a top grommet portion and a bottom grommet portion. The top grommet portion has a top tubular body that is formed around an axis and has an outer surface. A top floor cover retention flange extends radially outwardly from the outer surface of the top tubular body. The bottom grommet portion has a bottom tubular body that is formed around the axis and has an outer surface and a bottom floor cover retention flange that extends radially outwardly from the outer surface of the bottom tubular body.

A preselected one of the top and bottom tubular bodies is a female tubular body and the other of the top and bottom tubular bodies is a male tubular body adapted to be received inside of the female tubular body. A plurality of angularly spaced-apart chamfered gussets are each formed to join the outer surface of the female tubular body to the floor cover retention flange associated with that tubular body. A right cross sectional area of each gusset increases as a function of its axial proximity to the floor cover retention flange. In one embodiment the floor cover retention flange to which the gussets are joined is the bottom floor cover retention flange. When the grommet is used to clad or jacket a hole made in a relatively thick floor cover, the gussets will bite into the floor cover. When the grommet is used instead to clad or jacket a hole in a relatively thin floor cover, the gussets will act to prop the thickness of the floor cover against the top floor cover retention flange, so that there will be no gap between the upper surface of the floor cover and the lower surface of the top floor cover retention flange.

In another aspect, a floor cover retention system includes a plurality of studs formed to stand up from the vehicle foot well floor, and a matching plurality of grommet-clad holes in a mat or tray for receiving respective ones of the studs. Among these studs are a first stud, which can be near an aft and outboard corner of the floor cover, and a second stud, which can be near an aft and inboard corner of the floor cover. The first stud, a first floor cover hole and a first grommet are all disposed on a first axis. The second stud, a second floor cover hole and a second grommet are all disposed on a second axis.

The first grommet defines a first stud hole for receiving the first stud, while the second grommet defines a second stud hole for receiving the second stud. The first stud is noncircular in right cross section and the first stud hole is likewise. The second stud is noncircular in right cross section and the second stud hole is likewise. The first and second studs, and the first and second stud holes, are intentionally oriented differently from each other, such that the first stud is not a mirror image of the second stud about an imaginary longitudinal center line drawn between the studs. The stud holes and studs are so selected that in the case of at least one of the studs, the stud can be received in one of the stud holes but not the other. This militates against a consumer attempting to install a mat or tray upside down. Preferably both stud holes are mutually exclusive: it will accept the stud for which it was intended, but not the other one.

BRIEF DESCRIPTION OF THE DRAWINGS

Further aspects of the invention and their advantages can be discerned in the following detailed description, in which like characters denote like parts and in which:

FIG. 1 is an isometric exploded view showing a portion of a vehicle floor cover, a top grommet portion, and a bottom grommet portion;

FIG. 2 is an exploded and detailed top isometric view showing a portion of a vehicle floor cover, a top grommet portion, a bottom grommet portion and a vehicle foot well retention stud receivable into the grommet;

FIG. 3 is an exploded bottom isometric view showing the floor cover and the grommet portions of FIG. 2;

FIG. 4 is a side sectional view of the embodiment shown in FIG. 1, shown in an assembled condition;

FIG. 5 is an exploded top isometric view of a grommet having a plurality of gussets;

FIG. 6 is a magnified side sectional view showing the grommet of FIG. 5 in an assembled condition, and as cladding floor covers of different thicknesses;

FIG. 7A is an exploded top isometric view showing a floor cover, a top grommet portion, and a bottom grommet portion according to a third embodiment;

FIG. 7B is an exploded bottom isometric view of the top and bottom grommet portions and the floor cover shown in FIG. 7A;

FIG. 8A is a side sectional view of the embodiment shown in FIGS. 7A and 7B, normal to the receptacles and protrusions appearing therein, and shown in an assembled condition;

FIG. 8B is a side sectional view taken substantially along line 8B-8B of FIG. 7A; and

FIG. 9 is an exploded isometric view of a vehicle floor cover affixation system in which the studs and grommet stud holes have intentionally different spatial orientations.

DETAILED DESCRIPTION

As described briefly above, aspects of the present invention include grommets for cladding stud retention holes formed in vehicle floor covers, floor covers with these grommets installed, and systems including such vehicle floor covers and vehicle foot wells provided with retention studs to fasten them in place. FIG. 1 shows a floor cover retention system, indicated generally at 100, having a vehicle floor cover 102 (such as a mat or tray) with an upper surface 104, a lower surface 300 (see FIG. 3), and at least one floor cover stud retention hole 106 formed in the floor cover 102 between the upper and lower surfaces 104, 300. The floor cover stud retention hole 106 is formed around a vertical axis 108. Often

there are two laterally spaced-apart studs and floor cover retention holes, typically located near the aft outboard and aft inboard corners of the foot well and floor cover, but only a representative one of them is shown in FIGS. 1-8B. Two such studs and holes can be seen in FIG. 9.

The floor cover retention hole 106 is clad with a grommet 110 which includes an upper grommet portion 112 and a lower grommet portion 114. The upper grommet portion 112 and lower grommet portion 114 are assembled to sandwich the vehicle floor cover 102 between them. The stud retention hole 106 can be generally circularly cylindrical, as shown, and preferably is provided with one or more outwardly laterally radially extending grooves 116 which can be used to angularly orient the grommet 110 to the floor cover. In the illustrated embodiment there are two such grooves 116, angularly spaced apart from each other by 180 degrees.

As shown in FIGS. 2 and 3, the floor cover stud retention hole 106 has a generally circularly cylindrical sidewall 200 in which the noncircular orienting shapes or grooves 116 are formed. As will become apparent below, the grooves 116 combine with top and bottom grommet portions 112, 114 to ensure that one or more of the top and lower grommet portions 112, 114 are properly oriented within the floor cover stud retention hole 106.

The noncircular orienting shape or shapes 116 may take a variety of forms. Instead of radially outwardly projecting grooves as shown, the shape or shapes can comprise a hole margin which is more generally noncircular, e.g. an ellipse, it can have one or more protrusions, e.g. a star, or it can have one or more indentations around the perimeter of the hole 106. Alternatively stated, the noncircular orienting shape(s) 116 of the hole 106 can take any shape other than a circle centered on axis 108.

The top and bottom grommet portions 112, 114 cooperate with a vehicle foot well retaining stud 202 (see FIGS. 2 and 4) to secure the floor cover 102 in a fixed position (to the foot well, not shown) and to prevent its movement. The retaining stud 202 is typically integrated into the foot well (not shown) by the vehicle manufacturer, but this is not necessarily so.

Referring to FIGS. 2 and 4 and in one embodiment, the retaining stud 202 has an upstanding post 204 and a locking member 206 that is rotatably affixed to the top of the upstanding post 204. The stud 202 is formed around the axis 108, and the rotatable member 206 can be rotated by the user around the axis 108 between a first, unlocked position and a second, locked position. Typically, the rotatable member 206 is affixed to an upper end 400 of the stud 202 and turns between a first position and a second position (which is typically offset from the first position by 90°) on the upstanding post 204. A cross section of a vertical sidewall surface 212 of the rotating member 206 preferably does not conform to a circle centered on the axis 108, such that when the rotating member 206 cooperates with the top or bottom grommet portions 112, 114 of the grommet 110, a land 328 of the upper grommet portion 112 allows the insertion of the stud 202 through the top and bottom grommet portions 112, 114 when the rotating member 206 is in the first position, and prevents removal when in the second position.

In this embodiment, a vertical stud surface 210 is mathematically cylindrical or prismatic in that its cross section does not vary along the axis 108. At its junction with the vertical stud surface 210, the vertical side wall 212 of the rotating member 206 conforms to, and preferably is continuous with, the cylinder of the vertical stud surface 210 when in the first position and doesn't conform to this cylinder when member 206 has been rotated to the second position. The retaining stud 202 may have a shape that is radially asym-

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metrical, such as a rectangle or an oval, and preferably includes the rotatable member **206** described above, but the stud **202** may also take other forms that do not have rotating fasteners, e.g. hooks. The rotating member **206** may have an upper portion **214** that has been scalloped for better manipulation by fingers.

The bottom grommet portion **114** has a bottom tubular body **216** formed around the axis **108**. In the illustrated embodiment the bottom tubular body **216** has a generally circularly cylindrical inner surface **208** and a generally circularly cylindrical outer surface **218**. A bottom floor cover retention flange **222** extends radially outwardly from the outer surface **218** of the bottom tubular body **216** so that the bottom floor cover retention flange **222** is at an angle (such as a right angle) to the axis **108**. In the illustrated embodiment at least a portion of the bottom tubular body **216** extends upwardly from the bottom floor cover retention flange **222**.

The top grommet portion **112** has a top tubular body **230** formed around the axis **108**. The top tubular body **230** has a generally circularly cylindrical inner surface **232** and a generally circularly cylindrical outer surface **234**. A top floor cover retention flange **240** extends radially outwardly from the outer surface **234** of the top tubular body **230** such that it is at an angle to the axis **108**. At least a portion of the top tubular body **230** extends downwardly from the top floor cover retention flange **240**. Preferably, the top floor cover retention flange **240** is perpendicular to the axis **108** and outer surface **234**, and the flanges **222**, **240** may extend entirely or partially around the circumference of the respective tubular bodies **216**, **230**.

A preselected one of the bottom and top tubular bodies **216**, **230** is female and the other is male. At least one, and in this embodiment two, outer noncircular orienting features **310** are formed on the outer surface **218** of the female tubular body to be angularly spaced apart from each other and to register with the corresponding noncircular orienting shape(s) or groove(s) **116** of the hole **106** so as to prevent rotation of the female tubular body relative to the floor cover **102** around the axis **108**. The generally circularly cylindrical inner surface **208** of the female tubular body has at least one, and in this embodiment two, angularly spaced-apart inner noncircular orienting features **312**. Inner orienting features **312** conveniently may be formed at the same angular place as, or in angular alignment with, outer orienting features **310**, and as inverses of the outer features or protrusions **310**, and with a substantially uniform thickness between them, but alternatively the inner features **312** may be angularly displaced from the outer features **310** and may take an entirely different shape.

In the illustrated embodiment each orienting feature **312** is a radially outwardly extending receptacle having a floor **314**; it is "blind" in that the receptacle **312** intentionally does not extend through the entire depth of the female tubular body. Each receptacle **312** is adjacent to an upper axial end or margin **313** of the female tubular body. If more than one receptacle **312** is provided, they should be angularly spaced apart from each other. The receptacle floors **314** limit the travel of the upper grommet portion relative to the lower one such that the plastic or rubber vehicle floor mat or tray **102** is not overcompressed. The floors **314** will permit a small amount of overdrive of one fastening wedge **320** past the other fastening wedge **322** (see FIG. 6), so as to permit the female and male tubular bodies to snap together. The limited depth of the receptacles **312** makes it impossible for top portion **112** to be assembled to bottom portion **114** in any but a bottom-to-top orientation; an assembler will not succeed in joining the grommet halves upside down.

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An inner surface **232** of the male tubular body is sized to receive the rotatable member **206** and the post **204**, and a generally circularly cylindrical outer surface **234** of the male tubular body has at least one, and in this embodiment two, noncircular orienting elements or protrusions **318** for registration with the inner noncircular orienting feature(s) or receptacles **312** of the female tubular body, so as to prevent rotation of the male tubular body **230** relative to the female tubular body **216** around the axis **108**. Elements or protrusions **318** extend radially outwardly from the generally circularly cylindrical outer surface **234** and in this embodiment adjacent to a lower surface of the retention flange **240**. The protrusions **318** do not extend for the length of the tubular body **216**.

One or more fasteners or latches **320**, **322** are formed on the top and bottom grommet portions **112**, **114** to fasten the portions **112**, **114** to each other once the male tubular body is received into the female tubular body, forming a snap or interference fit. In this embodiment, fasteners or latches **320**, **322** are in the form of opposed wedges (because they are curved around axis **108**, they are really frustoconical sections) and will snap past each other when the grommet halves are installed to clad a floor cover hole. Wedge **320** has a thickness which decreases as a function of axial depth (down in FIGS. 2 and 3). Wedge **322** has a thickness which increases as a function of axial depth.

FIGS. 1-6 show the bottom tubular body **216** as being female, but the reverse configuration can also be used with slight modifications to the structure of the top grommet portion **112** and bottom grommet portion **114**. See FIGS. 7A-B and 8A-B, discussed below.

The inner surface **232** of the male tubular body preferably has a lower portion **324**, an upper portion **326**, and at least one land **328** between the lower and upper portions **324**, **326**. The land **328** extends radially inwardly from the inner surface **232**. The lower portion **324** of the male tubular body and the land **328** permit the insertion therethrough of the stud **202** when the rotating member **206** is in the first position, and the land **328** prevents the withdrawal of the stud **202** once the rotating member **206** is rotated to the second position.

As described previously and as shown in FIG. 2, a vertical surface **210** of the post **204** is formed to be mathematically cylindrical relative to the axis **108** but with a noncircular cross section relative to the axis **108**. The vertical side wall **212** of the rotating member **206** may be formed to be cylindrical relative to the axis **108** but also have a noncircular cross section relative to the axis **108**. The rotating member **206** can be in cylindrical alignment with the vertical surface **210** of the post **204** when in the first position. The rotating member **206** is not in cylindrical alignment with the vertical surface **210** of the post **204** when in the second position.

FIGS. 1-3 also show that the sidewall **200** of the hole of the floor cover **102** is generally circularly cylindrical. The one or more noncylindrical orienting shapes **116** of the cover hole **106** may be one of a plurality of grooves, or shaped cut-outs **116**, such as, semicircles, triangles, etc., that extend radially outwardly from the rest of the sidewall **200** of the hole **106**. The outer noncircular orienting feature(s) **310** each may be one of a plurality of radially outwardly extending protrusions that register with the grooves or cut-outs. The noncircular orienting element(s) **318** of the top grommet portion **112** may be a vertical fin, or "ear," or a bump, which extends radially outwardly from the otherwise circularly cylindrical outside surface **234** of the male tubular body and engages with the noncircular orienting shape of feature **312**.

As discussed briefly above, the orienting shape(s) **116** may be formed into the entire floor cover hole **106**, so that the floor

cover hole 106 permits assembly with the top and/or bottom grommet portions 112, 114 only when the grommet portions 112, 114 are oriented in a specific direction in relation to the floor cover 102. For example, the floor cover hole 106 may be an oval, triangle, rectangle, or other shape that does not permit rotation of the grommet relative to it around the axis 108.

As shown in FIG. 2, the noncircular orienting shape(s) 116 of the floor cover 102, each of the inner noncircular orienting feature(s) 312, the outer noncircular orienting feature(s) 310, and the noncircular orienting element(s) 318 compliments its mating orienting structure. When assembled, these orienting structures combine to orient the top and the bottom grommet portions 112, 114 within the floor cover hole 106 in a predetermined direction and to prevent rotation of the grommet 110 relative to the floor cover 102 about the axis 108.

FIGS. 7A-B and 8A-B show that the top grommet portion 702 may be female, the bottom grommet portion 704 may be male, and the stud-retaining land 328 may be formed into the bottom grommet portion 704. At least one (and in the illustrated embodiment, two) noncircular orienting features 706 are formed on a generally circularly cylindrical outer surface 708 of the female tubular body 710 (here shown to be the top grommet portion 702) to register with the corresponding noncircular orienting shape(s) 116 of the hole 106. As above, the combination of the orienting feature(s) 706 and the orienting shape(s) 116 prevents rotation of the female tubular body relative to the floor cover 102 around the axis 108. A top floor cover retention flange 240 extends radially outwardly from the outer surface 708 of the top tubular body 710.

The bottom grommet portion 704 has a bottom tubular body 712, and a generally circularly cylindrical outer surface 714 thereof has at least one, and in the illustrated embodiment two, noncircular orienting elements or protrusions 716, which register with respective inner noncircular orienting features or receptacles 718 of the female tubular body.

As shown in FIG. 6, the floor cover 102 can be either a floor tray 602, which conforms to the shape of the vehicle foot well (not shown), or a floor mat 604, which generally conforms to and is coextensive with the floor and firewall of the foot well (also not shown). In the illustrated embodiment, the tray 602 is relatively thin and rigid, while the mat 604 is thicker and more yieldable, but the reverse could be true.

As shown in FIGS. 5 and 6, the bottom grommet portion 114 may also have one or more angularly spaced-apart (if two or more) chamfered gussets 502 that are formed to join the outer surface 218 of the female tubular body 216 to the bottom floor cover retention flange 222. Each gusset 502 has an outwardly and downwardly sloping edge or stop surface 506. The horizontal distance 607 of the stop surface 506 from the outer surface 218 of the female tubular body increases as a function of depth and the surface's proximity to bottom retention flange 222. A right cross sectional area (normal to axis 108) of the gusset 502 increases as a function of its axial proximity to flange 222.

In this embodiment, when the top grommet portion 112 is mated with the bottom grommet portion 114 (see FIG. 6), the gussets 502 create a region 606 of variable compression that is capable of affixing the top and bottom grommet portions 112, 114 in order to tightly clad floor covers of different thicknesses. For example, FIG. 6 shows that the top and bottom grommet portions 112, 114 are capable of accommodating, clamping or affixing the grommet 110 to either a floor cover 602 with a thickness T_1 or a floor cover 604 with a greater thickness T_2 within the region of variable compression 606. More of gusset 502 is used to compress the thicker floor cover 604, and less of it will compress thinner floor cover 602. Gusset 502 will tend to prop thinner floor cover

602 against the lower surface of upper retention flange 240, removing any perceptible axial gap between that surface and the lower surface 300 of the floor cover 602.

The gussets 502 each have a peak 608, a bottom end 610, and a stop surface 506 that supports and as necessary props up the floor cover 602, 604. The stop surface 506 preferably bites into the floor cover 602, 604, providing compression between the gusset 502 and the top floor cover retention flange 240. The stop surface 506 is shown to be linear in FIGS. 4 and 6, but it may take a variety of configurations, such as a curved surface or even a series of stepped ledges. During grommet assembly, the stop surfaces 506 help center the floor cover 102 along the axis 108 and the peak 608 of the stop surface can be spaced from the top end 313 of the female tubular body 216 as shown in FIG. 6. The displacement of peak 608 from the top end 313 (or, alternatively, from the lower surface of the retention flange 240) can be selected to accommodate the thinnest floor cover 602 for which the grommet 110 will be provided.

In one embodiment and as illustrated in FIG. 9, a floor cover retention system employs at least two studs 202, 902 which can be permanently affixed to a floor of a vehicle foot well indicated generally at 904. Upstanding stud 202 is disposed on an axis 108 which is laterally spaced apart (preferably in a transverse direction) from an axis 906 on which is disposed the stud 902. A floor cover 908, which may be a mat or a tray, has first and second stud holes 106, 910 and respective first and second grommets 110, 912, which conveniently can be of the two-piece type, representative examples of which are described above. As installed in the vehicle, the first grommet 110, first floor cover hole 106 and first stud 202 all are disposed on a first, outboard axis 108. The second grommet 912, the second floor cover hole 910 and the second stud 902 are all disposed on a second, inboard axis 906. The axes 108, 906 are substantially equidistant from a floor cover center line 914, which may not define the center of the floor cover 908, but which substantially bisects the distance between axes 108 and 906. A fore and aft foot well center line 915 bisects the transverse distance between stud 202 and stud 902. When the floor cover is installed in the vehicle, center line 915 will be substantially congruent with center line 914. Axis 108 may be near an aft and outboard corner 916 of the floor cover 908; axis 906 may be near an aft and inboard corner 918 of the floor cover 908. Because the foot wells of conventional vehicles are often not bilaterally symmetrical around their fore and aft center lines, the mats and trays designed to fit into them will often not be, either, and therefore the positioning of the studs 202, 902 and the grommets 110, 912 may have considerable deviation away from bilateral symmetry; one stud may be more forward, or farther away from, the margin of mat/tray 908, than the other.

Studs 202 and 902 have respective vertical sidewalls 210, 919 which are non-circular in right cross-section. As shown, the studs 202, 902 may be mathematically cylindrical or prismatic, although alternatively their lateral thickness could vary as a function of height along the axis, such that they would "snap" past any receiving grommet stud hole (described below) rather than be simply slidably received into it. In the illustrated embodiment, first stud 202 comprises a post 204 which is permanently affixed to the vehicle foot well floor or carpet 904, and a locking and rotating member 206 which is pivotally attached to a top end 400 of the post 204. The locking and rotating member 206 may be rotated between a first position in which a sidewall 212 thereof is in alignment with a sidewall 210 of the post 204, and a second position (not shown; see FIG. 4) in which sidewall 212 is intentionally out of alignment with the sidewall 210 of the post 204. Stud 902

can have a similar construction. Alternatively the studs **202**, **902** may have no such rotating or locking members and may simply be solid pieces.

Grommet **110** has a stud hole **920** into which stud **202** may be slidably received. The floor cover hole **106** formed in floor cover **908** has at least one (in the illustrated embodiment, two) orienting shapes **116** which cooperate with orienting features on grommet **110** (as examples, see features **310** (FIG. 2), **706** (FIG. 7B)) to prevent rotation of the grommet **110** with respect to the floor cover **908**. In this way, the stud hole **920** will have a predetermined orientation with respect to the floor cover **908** and the stud **202**. Grommet **912** has a stud hole **922** into which stud **902** may be slidably received. The inboard floor cover hole **910** has at least one (in the illustrated embodiment, two) orienting shapes **924** which cooperate with orienting features on grommet **912** (see examples listed above) to prevent rotation of the grommet **912** with respect to the floor cover **908**. Stud hole **922**, which is also noncircular, will therefore have a predetermined orientation with respect to the floor cover **908** and the stud **902**.

In this embodiment, studs **202** and **902** are not mirror images of each other around the center line **915**. In like manner, stud holes **920** and **922** are not mirror images of each other around the center line **914**. In the illustrated embodiment, the studs **202** and **902**, and the grommets **110**, **912** into which they fit, are respectively identical in shape, but their orientation is intentionally different. For example, the stud **202**, which can be oblong as shown, has a greater lateral dimension in the transverse or side-to-side direction, while stud **902** has its greater lateral dimension in the longitudinal or fore-and-aft direction. This causes the grommet **110** to successfully receive only stud **202**, while grommet **912** can receive only stud **902**. The studs **202**, **902** should be so sized and shaped that neither of them will fit into both grommets **110**, **912** but only into one of them.

Suppose that a consumer attempts to install mat or tray **908** upside down, such that the position of grommets **110**, **912** is reversed. The consumer will quickly discover that grommet **912** does not admit the stud **202**, and that grommet **110** does not admit the stud **902**. The consumer is thus forced to flip over the floor cover **908** such that it is right-side up, and then will find that the floor cover grommets **110**, **912** fit onto the studs **202**, **902** in the way the manufacturer intended.

While studs **202** and **902**, and grommets **110** and **912**, conveniently can be identical to each other in structure, thereby minimizing manufacturing costs, it is also possible to provide a stud **202** whose right cross section is very different from the right cross section of stud **902**. For example, stud **202** can be triangular in cross section, while stud **902** can be star-shaped, and their respective stud holes **920**, **922** can correspondingly conform. Any noncircular shapes can be used, with the following limitations: (a) the shapes cannot be mirror images of each other around the center lines **914**, **915**, and (b) at least one of the studs **202**, **902** will be able to be received into only one of the grommets **110**, **912** rather than both of them. Preferably the studs and grommets **202**, **902**; **110**, **912** are mutually exclusive: grommet **110** will only receive stud **202**, and grommet **912** will only receive stud **902**.

In summary, a vehicle floor cover/grommet orientation system has been illustrated and described, whereby two-piece grommets may be assembled to floor cover grommet holes in only a specific orientation. This assures that as assembled, a noncircular stud hole of the grommet will correctly receive the vehicle floor cover stud that it was intended to fit over. The noncircular cross sections of the studs and stud holes are also used to provide a vehicle floor cover in which a first stud hole is different from and not a mirror image of a second stud hole,

mitigating the chance that the user will incorrectly install the floor cover in the vehicle foot well. While embodiments of the present invention have been described and illustrated in the appended drawings, the present invention is not limited thereto but only by the scope and spirit of the appended claims.

We claim:

1. A system for affixing a vehicle floor cover to a vehicle foot well, comprising:
 - a vehicle foot well floor, a plurality of floor cover retaining studs including first and second retaining studs, the first retaining stud having a first post upstanding from the floor and disposed on a first axis, the second retaining stud having a second post upstanding from the floor and disposed on the second axis, the first and second axes being laterally spaced apart from each other, the positioning of the first and second axes being substantially equidistant from a center line drawn between the studs;
 - a floor cover having an upper surface, a lower surface, a first form formed from the lower surface to the upper surface around the first axis, a second hole formed from the lower surface to the upper surface around the second axis, the first and second holes each having at least one orienting shape, the orienting shape of the first hole not being a mirror image of the orienting shape of the second hole about the center line;
 - a first grommet cladding the first hole and having a first stud hole for disposal on the first axis, a second grommet cladding the second hole and having a second stud hole for disposal on the second axis, the first stud being receivable into the first stud hole, the second stud being receivable into the second stud hole;
 - sidewalls of the first stud hole, the second stud hole, the first stud and the second stud being noncircular, the sidewall of the first stud not being a mirror image of the sidewall of the second stud about the center line, the stud holes and studs so sized and configured that at least one of the following conditions exists: the first stud hole will not admit the second stud and/or the second stud hole will not admit the first stud; and
 - the first grommet and second grommet each having a tubular body formed around an axis and having a generally cylindrical outer surface, at least one protrusion radially outwardly extending from the outer surface of the tubular body, the at least one protrusion cooperating with the respective first or second floor cover orienting shape to prevent rotation of the tubular body.
2. The system of claim 1, wherein the vehicle floor cover is selected from the group consisting of floor mats and floor trays.
3. The system of claim 1, wherein each stud comprises a post with a top surface and a rotating locking member pivotally attached to the top surface of the post, the rotating locking member rotatable around the axis of the stud between a first position and a second position, a sidewall of the rotating locking member being in alignment with a sidewall of the post when the rotating locking member is in the first position so as to be receivable into a respective stud hole, the sidewall of the rotating locking member not being in alignment with a sidewall of the post when the rotating locking member is in the second position, thereby preventing the removal of the floor cover from the stud.
4. The system of claim 1, wherein the first stud hole is located near an aft and outboard corner of the floor cover and the second stud hole is located near an aft and inboard corner of the floor cover.

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5. The system of claim 1, wherein the first and second grommets each comprise top and bottom grommet portions, at least one of the top and bottom grommet portions having a tubular member forming the tubular body, a land radially extending inward from the tubular member forming the stud hole of the grommet.

6. The system of claim 1, wherein the first and second stud holes have identical sidewalls but different angular orientations relative to their respective axes.

7. The system of claim 6, wherein the orienting shape of the first hole in the floor cover has a first noncircular feature, the orienting shape of the second hole in the floor cover has a second noncircular feature, structure of the first grommet permitting its installation into the first hole only in the first angular orientation, structure of the second grommet permitting its installation into the second hole only in the second angular orientation.

8. A vehicle floor cover for placement in a vehicle foot well, the floor cover comprising:

a floor cover body having an upper surface, a lower surface, a first form formed from the lower surface to the upper surface around a first axis, a second hole formed from the lower surface to the upper surface around a second axis, the first and second holes each having at least one orienting shape, the first and second axes being laterally spaced apart from each other, the positioning of the first and second axes being substantially equidistant from a center line drawn between the axes, the orienting shape of the first hole not being a mirror image of the orienting shape of the second hole about the center line;

a first grommet cladding the first hole and having a first stud hole for disposal on the first axis, a second grommet cladding the second hole and having a second stud hole for disposal on the second axis;

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sidewalls of the first stud hole, the second stud hole, the first stud and the second stud being noncircular, the sidewall of the first stud not being a mirror image of the sidewall of the second stud about the center line, the stud holes and studs so sized and configured that at least one of the following conditions exists: the first stud hole will not admit the second stud and/or the second stud hole will not admit the first stud; and

the first grommet and second grommet each having a tubular body formed around an axis and having a generally cylindrical outer surface, at least one protrusion radially outwardly extending from the outer surface of the tubular body, the at least one protrusion cooperating with the respective first or second floor cover orienting shape to prevent rotation of the tubular body.

9. The floor cover of claim 8, wherein the vehicle floor cover is selected from the group consisting of floor mats and floor trays.

10. The vehicle floor cover of claim 8, wherein the first stud hole is located near an aft and outboard corner of the vehicle floor cover and the second stud hole is located near an aft and inboard corner of the vehicle floor cover.

11. The vehicle floor cover of claim 10, wherein the first and second grommets each comprise top and bottom grommet portions, at least one of the top and bottom grommet portions having a tubular member forming the tubular body, a land radially extending inward from the tubular member forming the stud hole of the grommet.

12. The vehicle floor cover of claim 9, wherein the first and second stud holes have identical sidewalls but different angular orientations relative to their respective axes.

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